

CLAIMSWhat is claimed is:

1. A gaming apparatus comprising:
2 a housing;
 a value-input device that is capable of allowing a player to deposit a
4 medium of value;
 an input device that allows said player to make a wager;
6 a slot machine reel rotatable about an axis and having an outer
 circumferential region;
8 a motor capable of rotating said gaming apparatus reel;
 a flexible display mounted on said outer circumferential region of said
10 gaming apparatus reel, said flexible display having a flexibility that allows said
 flexible display to be elastically bent from a substantially straight configuration to a
12 curved configuration, wherein said curved configuration is capable of contacting said
 outer circumferential region of said gaming apparatus reel at two points separated by
14 an angular displacement of at least about ten degrees, and wherein said flexible
 display is adapted to display an indicium to said player of said gaming apparatus;
16 a display driver for controlling said flexible display;
 a slip ring drum rotatable about said axis of said gaming apparatus reel,
18 wherein said slip ring drum includes a plurality of electrical conductors;
 a plurality of electrically conductive brushes operatively coupled to said
20 slip ring drum;
 a controller operatively coupled to said value-input device, said input
22 device, said motor, and said electrically conductive brushes, said controller
 comprising a processor and a memory operatively coupled to said processor;
24 said controller being programmed to detect a deposit of a
 medium of value by said player;
26 said controller being programmed to detect a wager by said
 player;

28 said controller being programmed to cause said indicium to
be displayed on said flexible display;

30 said controller being programmed to cause said motor to
spin said gaming apparatus reel;

32 said controller being programmed to cause said motor to
stop said gaming apparatus reel;

34 said controller being programmed to determine a value
associated with an outcome of a gaming apparatus game; and

36 a payout tray to tender value to said player.

2. The gaming apparatus of claim 1 wherein said controller is further
programmed to dynamically change said indicium displayed on said flexible display.

3. The gaming apparatus of claim 1 wherein said flexible display
comprises a flexible liquid crystal display.

4. The gaming apparatus of claim 3 wherein said controller is further
2 programmed to dynamically change said indicium displayed on said flexible liquid
crystal display.

5. The gaming apparatus of claim 1 wherein said flexible display
comprises a flexible light emitting diode display.

6. The gaming apparatus of claim 5 wherein said controller is further
2 programmed to dynamically change said indicum displayed on said flexible light
emitting diode display.

7. A gaming apparatus comprising:

2 a gaming apparatus reel rotatable about an axis and having an outer
circumferential region;

4 a flexible display mounted on said outer circumferential region of said
gaming apparatus reel, said flexible display having a flexibility that allows said
6 flexible display to be elastically bent from a substantially straight configuration to a
curved configuration, wherein said curved configuration is capable of contacting said
8 outer circumferential region of said gaming apparatus reel at two points separated by
an angular displacement of at least about ten degrees, and wherein said flexible
10 display is adapted to display an indicium to said player of said gaming apparatus;

12 a display driver for controlling said flexible display; and

14 a controller operatively coupled to said flexible display driver, said
controller comprising a processor and a memory operatively coupled to said
processor;

16 said controller being programmed to cause said indicium to
be displayed on said flexible display;

18 said controller being programmed to determine an outcome
of a gaming apparatus game and a value associated with said
outcome of said gaming apparatus game.

8. The gaming apparatus of claim 7 wherein said controller is further
2 programmed to dynamically change said indicium displayed on said flexible display.

9. The gaming apparatus of claim 7 wherein said flexible display
comprises a flexible liquid crystal display.

10. The gaming apparatus of claim 9 wherein said controller is further
2 programmed to dynamically change said indicium displayed on said flexible liquid
crystal display.

11. The gaming apparatus of claim 7 wherein said flexible display comprises a flexible light emitting diode display.

12. The gaming apparatus of claim 11 wherein said controller is further
2 programmed to change said indicum displayed on said flexible light emitting diode display.

Gaming Apparatus and Method

13. A gaming apparatus comprising:

2 a housing;

4 a value-input device that is capable of allowing a player to deposit a medium of value;

6 an input device that allows said player to make a wager;

8 a gaming apparatus reel rotatable about an axis and having an outer circumferential region;

10 a motor capable of rotating said gaming apparatus reel;

12 a flexible display mounted on said outer circumferential region of said gaming apparatus reel, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said gaming apparatus reel at two points separated by an angular displacement of about ninety degrees, and wherein said flexible display is adapted to display an indicium to said player of said gaming apparatus;

14 a display driver for controlling said flexible display;

16 a slip ring drum rotatable about said axis of said gaming apparatus reel,

18 wherein said slip ring drum includes a plurality of electrical conductors;

20 a plurality of electrically conductive brushes operatively coupled to said slip ring drum;

22 a controller operatively coupled to said value-input device, said input device, said motor, and said electrically conductive brushes, said controller comprising a processor and a memory operatively coupled to said processor;

24 said controller being programmed to detect a deposit of a medium of value by said player;

26 said controller being programmed to detect a wager by said player;

28 said controller being programmed to cause said indicium to be displayed on said flexible display;

30 said controller being programmed to cause said motor to
spin said gaming apparatus reel;

32 said controller being programmed to cause said motor to
stop said gaming apparatus reel;

34 said controller being programmed to determine a value
associated with an outcome of a gaming apparatus game; and
a payout tray to tender value to said player.

14. The gaming apparatus of claim 13 wherein said controller is further
programmed to dynamically change said indicium displayed on said flexible display.

15. The gaming apparatus of claim 13 wherein said flexible display
comprises a flexible liquid crystal display.

16. The gaming apparatus of claim 15 wherein said controller is further
2 programmed to dynamically change said indicium displayed on said flexible liquid
crystal display.

17. The gaming apparatus of claim 13 wherein said flexible display
comprises a flexible light emitting diode display.

18. The gaming apparatus of claim 17 wherein said controller is further
2 programmed to dynamically change said indicum displayed on said flexible light
emitting diode display.